



Issue #1- 2010

In This Issue...

- Cherry Beer 2
- On the Beer 3
- Liqueurs & Spirits 4
- Coming Soon 5
- Brew News Specials 6
- Sales Coupons 7

Best Sellers

Wine Kits

1. Grand Cru Liebfraumilch
2. Grand Cru Merlot
3. Grand Cru Sauvignon Blanc

Beer Kits

1. Brew House Canadian Light
2. Morgans Canadian Light
3. Brew House Red Ale

Shop On-line
24 hours a day!



Brew News is published by Brewery Lane Ltd.

www.brewerylane.com

©2010 Brewery Lane Ltd.

Wine Kits: Size Does Matter!

We are often asked what the difference is in kit size. To help answer this question we've provided excerpts from a WineMaker magazine article written by Tim Vandergrift of Global Vintners. Visit www.winemakermag.com to read the full [article](#). Winemaker magazine is an excellent source of information for craft wine makers. Click [here](#) for subscription information.

Which is the best kit?

The best kit is the one that expresses the most aroma, flavor and character when you want to drink it. The very best kits with the most stuffing—flavor, aroma, tannin, bouquet, body, etc.—take a long time to come around, in some cases as much as a couple of years.

This isn't the fault of the kits. The vigneron of the Rhône give off a Gallic shrug and say "the worse, the better," meaning the nastier, harder and less loveable one of their fine red wines is on bottling day, the better it will taste when it's fully matured and ready to drink. If you buy one of their best bottles from an immediate vintage and open it up in the driveway at home you'll be sorry, and you won't get your money's worth. If you'd held onto it for ten years it would have rewarded you with a blast of fruit, elegance, restrained power and lively intensity, instead of bitter tannins and aloof fruit hidden behind tartness and numb aroma.

On the flip side, if you buy a ten dollar bottle of wine and crack it over burgers and dill-pickle chips that night, it's going to taste just fine as-is, no waiting. Something similar applies to wine made from kits—a value-priced kit will be ready to drink much sooner but won't reward your patience quite as generously as another higher positioned kit.

Total Dissolved Solids

What really separates different volume wine kits is the level of total dissolved solids (TDS) they have. TDS is what is left over after every bit of the water is removed from the kit. Sim-

ply put, the more total dissolved solids, the more aroma and flavor compounds a wine will have.

But that's only half the explanation. When a kit has high levels of solids, it also has high levels of fermentation by-products and green flavors and aromas. "Green" refers to the terpenes and esters in the wine kit that will, over time, change into the more mature flavors and aromas that make great wine. A kit with lower levels of dissolved solids will have fewer of these green characteristics, and be ready to consume sooner.

How the kits compare

Mid-volume kits

Around 7.5 liters in volume, and usually with varietal juice content and higher levels of TDS, mid-volume kits mature at a slower rate than straight concentrate kits. Although they drink quite well after only a month in the bottle, they show their best after approximately 3–6 months for whites, and 6–12 months for reds.

Upper-mid-volume

Jumping up a step in both juice content and TDS, upper-mid-volume kits around 10 liters in size are again slower to mature than mid-volume, but provide a greater reward after appropriate aging. Although both reds and whites perform relatively well after three months, the whites perform best after six months, and reds require 12 months to show their best. Varietal differentiation is usually heightened in this formulation, and they reward further aging for at least two years.

Premium kits

At 15 liters or so and with high levels of varietal juice and high TDS, premium kits don't drink especially well for the first few months. In fact, most whites don't open up at all for six months, and most reds need 12 months to show much aroma or flavor. This is not to say they taste bad: indeed, by three months of age they can surpass the mid-volume kits in taste and aroma. But they continue to

...see Big Kits on next page

Cherry Beer

I was chatting with a customer recently and he told me about a simple Cherry Beer that he makes every summer. His friends love his Cherry beer and he gets numerous requests for it. He told me it's a nice crisp tasting beer with a delicate cherry flavour. You might want to try a batch yourself. Here's his simple recipe:

1 Morgan's Canadian Light Beer kit (or any light beer kit of your choice).

1 Bottle of Purity
Cherry syrup.

That's it. Make the kit as per instructions but use the Purity syrup instead of the 1 kilogram of sugar asked for in the instructions. Brew and bottle as usual.

I think this would work well in a stout too but neither one of us have tried it. It might be worth experimenting with. All you would have to do is replace the Morgan's light beer kit with any stout kit. If you decide to give it a try let us know what you think of it.

- *Bill Reddy*



From The Editor

with Bill Reddy

Spring is just around the corner again. Time to get ready for summer entertaining. Mist wines have become a favourite summer beverage. They are a delicious alternative to everyday wines and wine coolers. A wine based beverage with full fruit flavour, these are sure to be a hit at your summer gatherings. We carry the two leading brands — Orchard Breezin' and Island Mist. Take advantage of our sale on mist wine kits and make a batch for your next outdoor event. You and your friends will be glad you did. Check out the three new Orchard Breezin' flavours arriving soon.

Of course mist wines are not the only summertime hit. Beer has always been king and wine is

an irreplaceable accompaniment for barbecue grilled steak. Brew House beer kits have become a favourite with many craft brewers and are gradually overtaking the popularity of traditional canned beer kits. Brew House kits are the real deal. No concentrates are used in the making of these all-grain kits but are made from real hops, malted barley and specialty grains. Haven't tried one yet? Maybe it's time you should. Get \$5 off any Brew House kit until March 21.

And of course the RJ Spagnols & Winexpert award-winning wine kits that we offer speak for themselves. Most of them are on sale until March 21 so stock up now. It's also a great time to put down some premium wines for this fall. ♦

Big Kits...continued from page 1

develop fabulously. Indeed, while acknowledging the aging differences mentioned above, most Premium kits will actually improve for three to five more years if they're cellared well.

Super-premium kits

Weighing in at 16–18 liters super-premium kits have the highest levels of TDS of non-grape pack kits, and the finest (and most expensive) juices available, usually from single, delimited vineyards. They require patient aging to show their charms, and will develop over an even longer period than the premium kits. The whites are unlikely to show well before 18 months, and the reds can take 24 months. But again, they do have wonderful power and strength when they're younger than that—many people drink them much younger with great pleasure.

These kits are easily distinguishable from the premium by their price. High-end juices cost more, especially if they're from prestigious areas like Napa, Sonoma, Marlborough or the Stellenbosch.

Grape skin kits

At 15+ liters in liquid volume, with an added package of grape solids, these kits are made with high-quality grape juices. Grape skin kits have the highest levels of dissolved solids, but this makes the drinkability trade-off an issue. The

skins add phenomenal levels of dissolved solids and quite a bit of harshness in youth. As they age, they drop their rough edges and come into smooth maturity, and really replicate the finest commercial wines from grapes. With this extra level of solids and grape material, these kits aren't for early drinking; they're for laying down and avoiding for at least a couple of years. As with all wine kits you can drink them much younger, but they do get better and better as time passes. Hang onto them for two years to catch the beginning of what they offer, and two more years to savor their peak.

Which kit is right for you?

People making wine for an impending wedding or other wine-related emergency might enjoy a mid-volume or an upper-mid kit more than a super-premium, while folks wanting to build up a cellar of fine vintages might not get the most bang with the same kit, and would be better off with a super-premium or a grape skins kit.

Most folks will need a blend of early-drinking, long-aging and some middle-road kits to make sure they have good tasting wine at all times. This allows you to build a generous cellar with good wines coming ready to drink as you need them. Bigger isn't necessarily better, small can be beautiful, but I firmly believe that there's a kit for every winemaker. ♦



On The Beer

with Mark Wood

The Perfect Storm

I love big snowstorms. There's a combination of factors that make it absolutely perfect for jrinkin' home brew. The wind is howling, snow piling up in huge drifts and the obligatory public warning to stay home. I take heed to these warnings as a great excuse to clear my social calendar out of personal safety. My home is never so cosy until it's under attack by the elements. The novelty of a wood stove has usually worn off after a couple of months of steady service but in a snowstorm it seems to belt out the heat with even greater enthusiasm. In the event of a power failure it would also serve to cook food and boil the kettle besides keeping the house at a constant 26 degrees of tropical climate. Just at the peak of calamity I like to pour up a Smokey Brown ale. This may not quite be the end of the world just yet but it's a good practice run and I'm not going to face it without a mug of home brew in my hand. At some point in the evening my dog will have to go out and I'll tag along just to get a feel for the storm. My car is buried in the yard, trees are snapped off and my dog, a Husky, bred for this kind of weather wants to go back in the house. There are appropriate sayings for this kind of situation, the first being "You wouldn't put a dog out on a night like this." and the other "When the wind's from the east it's not fit for man nor beast." We both head back in, the dog to the couch while I fill the stove and my mug in that order.

The day after a snowstorm is something to relish as well if you have snow blower. I clear my yard with the intention of piling the snow in a fashion to accumulate it into usable side drifts because there's another reason I love snowstorms. I still build snow forts, something I never did grow out of. And who amongst us has never dug a tunnel in the snow when they were kids or made

a snowman? Everybody did. Take a moment to collect your favorite memory. At this stage in my life I've graduated to the Massive Monument of snow fort construction. I cut out blocks of snow with a hand saw, one foot cubed by two feet long. The snow may accumulate in metric but it's cut by standard measurement and has the consistency of a very soft sandstone. I stack them to form a wall in typical bricklaying fashion and fill the seams with handfuls of loose snow. It doesn't take long to put up a curved wall five feet high and eighteen feet long. I set another wall adjacent to it which forms an entrance and frames the path to my woodshed. No fort would be complete without the staggered block across the top to give it the castle effect and it wouldn't exactly be my castle if it didn't have a fire pit in it either. The night after a snowstorm is particularly nice for jrinkin' Smokey Browns too. Out in the fort with the fire roaring. Out of all the snow fort building techniques and designs I've ever used this one seems to be working quite well for me. There is a snowman thing I'd like to try, I noticed it in a cartoon once. It was a snowman standing in front of a podium (made of snow) and there was a crowd of snowmen facing him. It wouldn't be too hard if I made them smallish. I may just tackle that project if we get another decent snowstorm.

Mark Wood of St. Philip's can't cut anything straight or build a level wall but the snow is very forgiving.



Winners

Join the fun! Bring in your newsletter and play Scan to Win. You can win great instant prizes and you'll be entered in our draw for a chance to win the Brew News Super Prize.

Every mailing label has a unique code. If yours matches one of the codes in the computer you're an instant winner. You can win too just like these lucky players:

Theresa Parsons, Keith Guzzwell, Al Hatch, Jan Winters, Ron Boland, Eric Summers, Gary Howse, Gord Smith, Wayne Ludlow, Bob Van Nostrand, Christian Alberto, William Bowman, Al Penny, Sharron Bavis, Doug Tobin.

BREW CLUB NEWS

Brew Club Benefits

Brew Points

You receive one point for each dollar you spend*. When you accumulate 300 points you will receive a \$20 Gift Card. Use your gift card like money. You don't have to spend all of it at once we'll keep track of your balance on our computer. *Does not apply to some items. Please ask for details.

Brew News

You receive our quarterly newsletter mailed to you FREE of charge.

You Save!

You receive valuable coupons and special offers with every issue of Brew News and at other times throughout the year.



Liqueurs & Spirits

with Ken Reddy

Vodka

Vodka. Have you ever pondered its origins or how it is made? One of the world's most popular liquors, it is fermented from grain, rye, potatoes or sugar beet. Its alcohol content is usually 40% but can go as high as 50% or more.

It is believed to have originated in the grain growing region of Russia sometime during the 14th century. Its name comes from the Russian word voda (water) but it was originally called bread wine. At that time not a lot was known about distillation, the process was a closely guarded secret, practiced only by alchemists. The first Russian vodka was made by a monk from the Chudov Monastery whom had acquired knowledge of distillation devices. It was produced solely in the Grand Duchy of Moscow by the state and remained so for hundreds of years. By the mid 17th century taxes on vodka provided up to 40% of state revenue. In 1863 the production of vodka by the state only was repealed, ending the monopoly and allowing prices

to drop. Now the ordinary Russian citizen could afford to drink it, and by the turn of the century 90% of all alcohol consumed in Russia is vodka.

Vodka was consumed mostly in Europe and not introduced to North America until the 1950's. By 1975 it is the most popular hard liquor drunk in America. It is prized for its neutral flavor, allowing it to be mixed in a wide variety of cocktails. Its neutral flavor and odor leaves little smell on your breath and the low level of congeners and fusel oils, lessening the affects of over consumption.

Today vodka is produced in a number of countries and of course by thousands of amateur brewers at home. It can easily be made from just ordinary sugar and specially formulated yeasts available at our stores. High quality vodka can easily be made by amateur brewers with little effort. Drop by and have chat if you'd like to find out more. ♦

RJ Spagnols wins an outstanding 374 medals at 2009 Winemaker International Amateur Wine Competition!

For a third year in a row, RJ Spagnols wins the most medals of any wine kit manufacturer at the Winemaker International Amateur Wine competition, the world's largest amateur winemaking competition!

Some highlights include:

Cellar Classic Winery Series California Cabernet Sauvignon - wins Best in Show kit!!

Cru Select Specialty White Chocolate White Port - wins Best in Show Dessert!!

En Primeur wins 67 Medals!

Hightail wins 26 Medals!

Cru Select wins 143 Medals!

Cellar Classic Winery Series wins 30 Medals!

Grand Cru International wins 18 Medals!

Orchard Breezin wins 37 Medals!

Vino Del Vida wins 11 Medals!

We take great pride in sourcing the world's best juices and concentrates for our wine kits and, for a third year in a row, it was recognized at the world's largest amateur winemaking competition.

Coming Soon to Our Stores

Three Hot New Flavours From Cru Orchard Breezin'

Orchard Breezin' wine kits are favourites among many craft winemakers. Their fruit forward, off dry, crisp flavour is the perfect accompaniment to warm weather and good friends. Perfect for drinking on their own, well chilled or mixed into your favourite cocktail, they are a hit at any party.

After many years of the current box and bottle label design RJ Spagnols has decided to give the brand a major makeover. The Orchard Breezin' brand will be moving into the Cru family of wines. It's the same great wine you already love with a fresh, modern look.

RJ Spagnols are releasing three new Orchard Breezin' flavours just in time for your spring and summer entertainment.

GOLD KIWI POMELO SAUVIGNON BLANC

The sweet nectar of vitamin rich golden kiwi is combined with tart pomelo to create a perfect balanced refresher. Combined with Sauvignon Blanc, the fruits come alive creating a bright, fruity, off dry wine.

BLACKCURRANT WHITE MERLOT

Intense blackcurrant merges with the rich berry and fruit flavours naturally present in a White Merlot. This blend captures Merlot's natural soft, subtle nature but with a burst of full fruit flavours, creating an easy drinking, anytime wine.

LOQUAT GINGER PINOT GRIS

Loquats' flavour profile is comparable to its distant cousin, the apple, with its high sugar and slight acid. Combined with ginger's subtle spice flavour, this Pinot Gris makes for a refreshing summer treat.

En Primeur Grenache Rose... Here for a Limited Time Only!

Hailing from Clare Valley, Australia, for a limited time you can enjoy an Australian Grenache Rosé from En Primeur.

One of Australia's oldest wine regions, Clare Valley encompasses a wide range of elevations and microclimates. Cool nights and warm days allow for even and slow ripening of fruit, creating wines with a crisp acidity and full of fruit flavour.


This medium bodied Rosé is a wine sure to please! Beautifully aromatic, with notes of lively citrus, soft rose petals and light spice. Make this wine your own, either crisp and dry or with a slight hint of sweetness from the sweetening blend.

This coral coloured wine is fantastic on it's own or paired with grilled tuna and salmon. En Primeur Grenache Rosé will become a staple as you entertain family and friends on the patio this coming Spring and Summer!

Available for a limited time only, please contact us to order your wine before they're gone!

Cellar Classic Winery Series Italian Amarone

This powerhouse wine is dark in colour and rich in flavour and aromas. The bouquet is spicy, with black cherry, tobacco leaf, licorice and coffee notes in the glass. Big, round and flavourful on the palate with delicious dark fruit, leather, cassis and pepper. Warm, with a soft tannin backbone, fine acidity and good structure. This wine demands patience to reach it's full potential - allow it to mellow minimally 9-12 months as it will improve with age.



THE BIG & EASY
BOTTLE BREW

3 EASY STEPS TO GREAT BEER!

**DROP THE PILL...
WAIT...
THEN CHILL!**

We call it the hockey brew. Each bottle is equivalent to a 6 pack of beer. No equipment needed. Brews right in the bottle. Chill it before the game and enjoy!

Brew Club \$20 Bonus

We have changed our Brew Club bonus reward program to serve you better. We will now issue a \$20 Brew Club Gift Card to members when they reach 300 points. You can use this card like cash. Spend as little or as much as you want whenever you want. There is no expiry date so you can save your cards for when you want to make larger purchases.

The cards are not replaceable so please treat them like cash.

Brew News Specials

En Primeur Ultra Premium

"A new standard in wine excellence"



This award-winning series (67 medals in 2009 WineMaker competition) has now been reformulated to be even better! Now contains **Genuwine™** winery dried grape skins.

★ **\$20 Gift Card** ★
WITH PURCHASE

Sale ends March 21/10

Orange Chocolate Port

The perfect apéritif for your summer barbecues. RJ Spagnols award-winning Orange Chocolate Port. A sweet dessert wine with the delectable taste of oranges and chocolate.



Buy an 11.5 Litre Carboy at 1/2 price

when you purchase an Orange Chocolate Port kit.

Sale ends March 21/10

Cellar Classic Winery Series

New & Improved!

Now with 18 litres of super premium varietal grape juice, concentrate & crushed grape skins.



★ **\$108.95** ★

YOU SAVE \$20!

Sale ends March 21/10

Barons Premium Beer Kits

Premium Bag in Box Beer kit.

Easy to make. Easy to drink.

Available in many popular styles.



\$5 off

Sale ends March 21/10

All Canned Beer Kits



Buy 1 SAVE \$1
Buy 2 or more SAVE \$2 on each kit!

Sale ends March 21/10

Brew House Premium Beer Kits

Made from 100% malted barley & fresh hops!



You'll be Amazed!



\$5 off

Sale ends March 21/10

Micro-brewery style

Orchard Breezin' & Island Mist

A refreshing alternative to wine or coolers



A perfect balance of fruit & wine

Buy 1 SAVE \$5
Buy 2 or more SAVE \$8 on each kit!

Sale ends March 21/10

Heritage Estates Wine Kits



Buy 1 SAVE \$3
Buy 2 or more SAVE \$5 on each kit!

Makes fast maturing light to medium bodied wines. Great as an every day table wine!

Sale ends March 21/10

Not valid with any other offer.

\$5.00 off

Grand Cru & Vino del Vida
wine kits

BONUS! Buy 2 or more with this coupon and get \$8 off each kit

Coupon expires March 21/10. Regular priced items only.

Not valid with any other offer.

\$8.00 off

Selection
wine kits

BONUS! Buy 2 or more with this coupon and get \$10 off each kit

Coupon expires March 21/10. Regular priced items only.

Not valid with any other offer.

\$8.00 off

Cru Select
wine kits

BONUS! Buy 2 or more with this coupon and get \$10 off each kit

Coupon expires March 21/10. Regular priced items only.

Not valid with any other offer.

\$5.00 off

World Vineyard & Vintners Reserve
wine kits

BONUS! Buy 2 or more with this coupon and get \$8 off each kit

Coupon expires March 21/10. Regular priced items only.

Equipment Starter Kit



Everything you need to make wine or beer! You get all the necessary equipment including a Better Bottle™ Carboy and at discounted price. You pay only \$99.95 plus tax.

But that's not all! When you purchase a starter kit you'll also receive a 30% discount on any regular priced wine or beer ingredient kit.

Our starter kit is already a great deal but we want to see more people enjoying this fascinating hobby. Buy a starter kit and we will give you a \$20 gift card that you can use on a future purchase. Hurry! This is a limited time offer.

★ **\$20 Gift Card** ★

with purchase

Purified Water

Made fresh daily! Our Purewater goes through a five stage purification process that makes it the safest, best-tasting water you'll find anywhere!

Save \$5.00 with this coupon when you purchase a new 5 gallon bottle plus you'll get 4 FREE fill-ups



\$4.00
5 gallon

Refills



\$2.00
2 gallon

\$3.00
3 gallon

\$1.00
1 gallon

Medals Galore!

Winexpert and RJ Spagnols won a combined 641 medals at the 2009 Winemaker International Winemaking Competition. 374 medals for RJ Spagnols kits and 267 for Winexpert.

Check out our monthly specials. Look for the yellow sticker.

Every month we feature a variety of wine and beer kits at a special 10% discount. Look for the yellow sticker on featured products.

Summer is Coming!

Cru Orchard Breezin' Mist... Drink it in!

The perfect accompaniment to warm weather and good friends.

25% Off Orchard Breezin' Mango Mint Sauvignon Blanc & Orange Passion Fruit Grenache Rose Wine Kits!



Get One of The Above Orchard Breezin' Kits FREE* If You Buy 2 Grand Cru International Wine Kits!

**Applies to Orchard Breezin' Mango Mint Sauvignon Blanc & Orange Passion Fruit Grenache Rose kits only. These kits were a special buy for us so quantities are limited.*

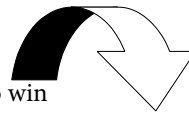
Brewery Lane

Coaker's Meadow Plaza
286 Torbay Road
St. John's NL A1A 4L6

Scan To Win

Great prizes available!

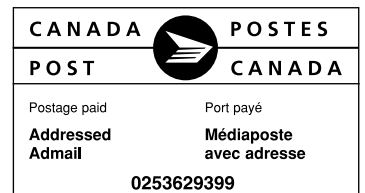
Scan here for a chance to win



Apply Label Here

Please do not remove this label.

Bring in the complete newsletter for scanning.



Bring in your newsletter to enter the draw for a chance to win a \$100 Gift Card!

Open 7 Days a Week!



Brewery Lane – Coaker's Meadow Plaza, Torbay Rd. 709-754-4090 • Mt. Pearl Plaza, Commonwealth Ave. 709-745-1140